## ABSTRACT OF THE DISCLOSURE

A container. The container has a plurality of upstanding sidewalls interconnected by a floor pan. The sidewalls are selectively reinforceable with upstanding struts. The struts are removable from the sidewall and transformable between reinforcing and nonreinforcing positions preferably without separation from the container. The floor pan of the container may also be reinforced. If so, the floor pan support and sidewalls struts may be made of a contiguous articulable, planar reinforcement. The sidewall struts may be articulated about proximal ends juxtaposed with the floor pan. The sidewall struts are particularly useful for collapsible containers.

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